



a neighborly™ company

MARKETING REPORT

2nd QUARTER | 2020

The MAP Fund - Franchise Owner Benefits

NATIONAL

- **Brand Website**
- **Brand Website Optimization** (Conversion Rate Optimization, Testing)
- **Brand Keyword Research** (Content Calendar and Blog)
- **Brand Social Media** (Automated Social Platform)
- **Brand Content Marketing** (Triggered Email Campaigns)
- **Brand Digital Analytics**
- **Brand Digital Standards and Compliance** (ADA, CCPA, TCPA, Privacy)
- **Brand Persona Research**
- **Brand Support Team**

FRANCHISE OWNER

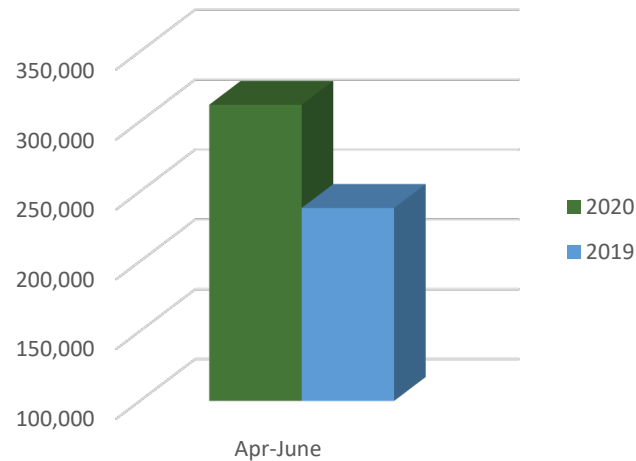
- **Franchise Owner Website**
- **Franchise Owner Website Initial SEO Optimization**
- **Franchise Owner Business Listings** (Direct Publishing on 150+ Websites, Maps & Search Engines)
- **Franchise Owner Digital Onboarding** (New Franchise Locations, Transfers, and Terminations)
- **Franchise Owner Social Media Publishing Tool** (SOCi)
- **Franchise Owner Digital Dashboards**
- **Franchise Owner Printed & Digital Creative** (XpressDocs & SOCi)
- **Local Marketing System**

2020 Q2 Results

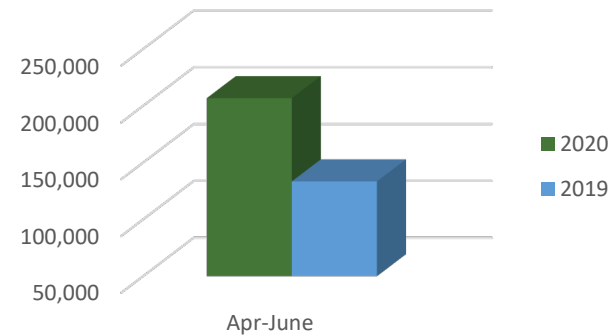
NOTE: Results reflect US & CAN Apr-June YOY.

NOTE: Google Trends data for March indicated consumers were more inclined to research and learn than to shop for a service at that time. In the second quarter, this trend shifted to conversion-oriented keywords, indicating they are ready to book service. The highest trending keywords the last week of June were "lawn care companies", "landscaping services near me", and "irrigation companies near me".

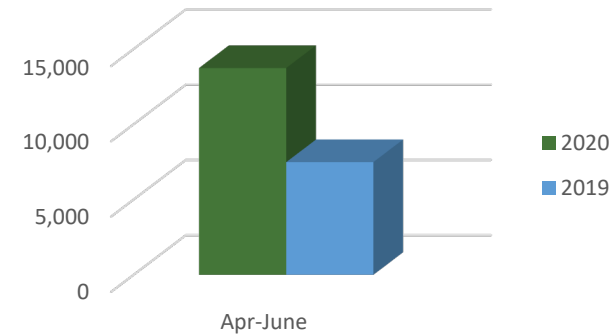
Total Traffic ↑ +31%



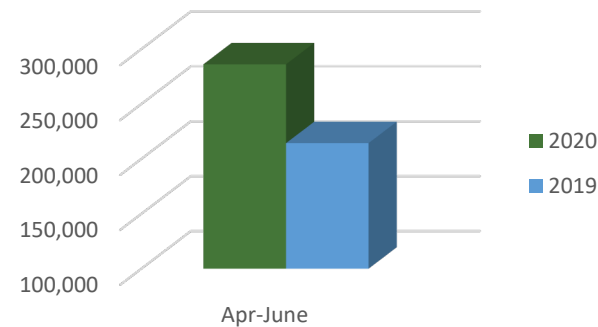
Organic Traffic ↑ +55%



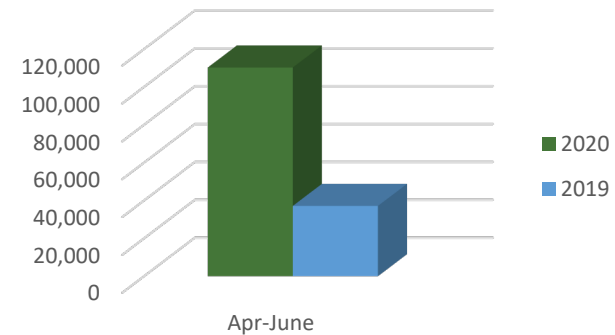
Social Traffic ↑ +83%



Total Non-Paid Traffic ↑ +34%



Blog Traffic ↑ +197%



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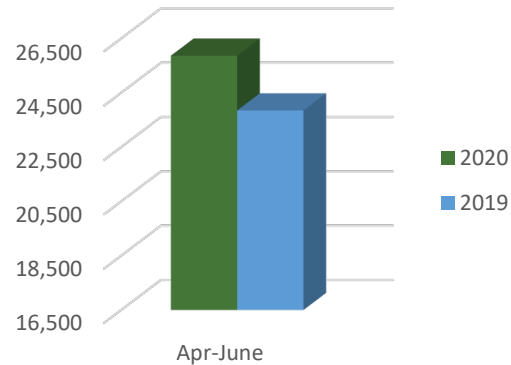
Send Questions to:
Natalie.Walker@NBLY.com

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2020 Q2 Results

NOTE: Results reflect US & CAN Apr-June YOY.

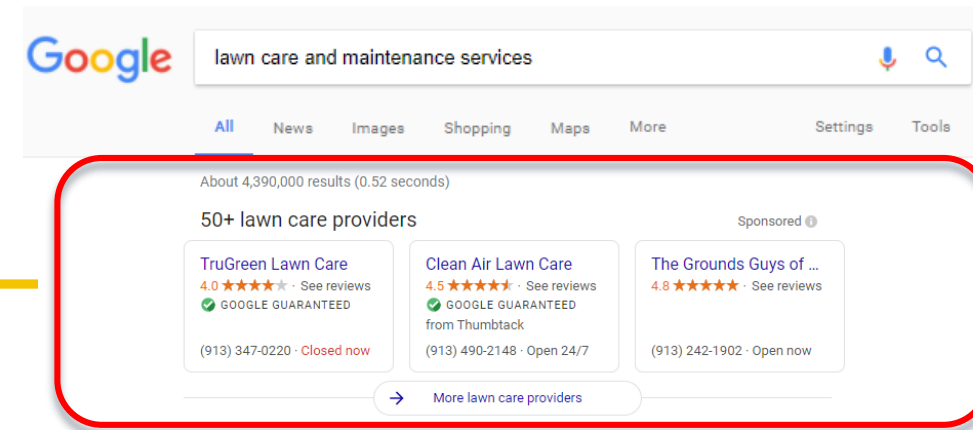
Local Paid Traffic  +8%



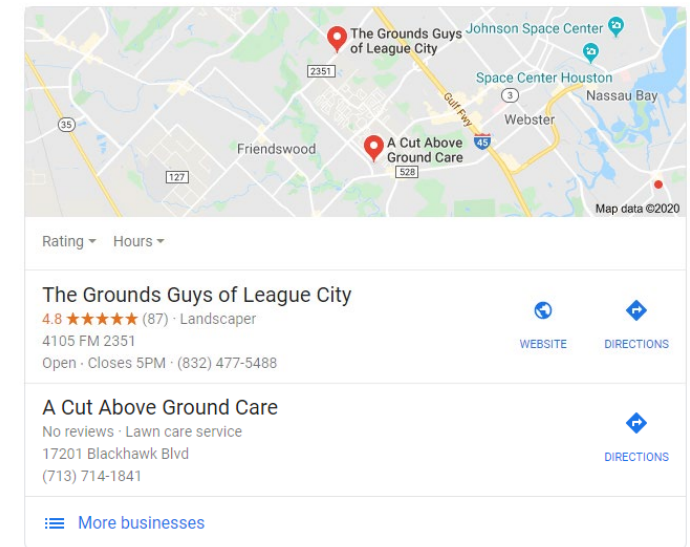
In summary, more franchise owners are running PPC consistently in Q2 of this year, as compared to 2019. About 42% of the brand is running a campaign, compared to roughly 30% last year. Keep your campaigns active year-round at a competitive budget to receive optimal results, dominating your market.

What should owners be doing?

- ✓ Run LSAs (Local Service Advertising) [CLICK HERE](#) to learn more.
- ✓ Ensure your PPC budgets are at a competitive amount all-year to beat your competitors
- ✓ Consider display advertising to drive more traffic to your website



Lawn Care & Maintenance Expert - Call Us for Free Quote Today
www.groundsguys.com/Residential/LawnMaintenance/
We Exceed Expectations & Consistently Deliver Client Satisfaction!
Licensed Experts · Advanced Equipment · Exceptional Service · Free Estimates
[Upfront Pricing](#) · [A Culture of Care](#) · [Customer Reviews](#) · [Why Choose Us?](#) · [About Us](#)



Lawn & Bed Maintenance Services - The Grounds Guys
<https://www.groundsguys.com/residential-services/lawn-bed-maintenance/>
You deserve quality lawn and bed maintenance and landscape care for your money, and this is what we provide at The Grounds Guys. ... Our three specific lawn care programs are designed to serve our unique clients. ... Contact Our Residential Landscaping and Lawn Care Service Professionals.



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2020 Q2 Results

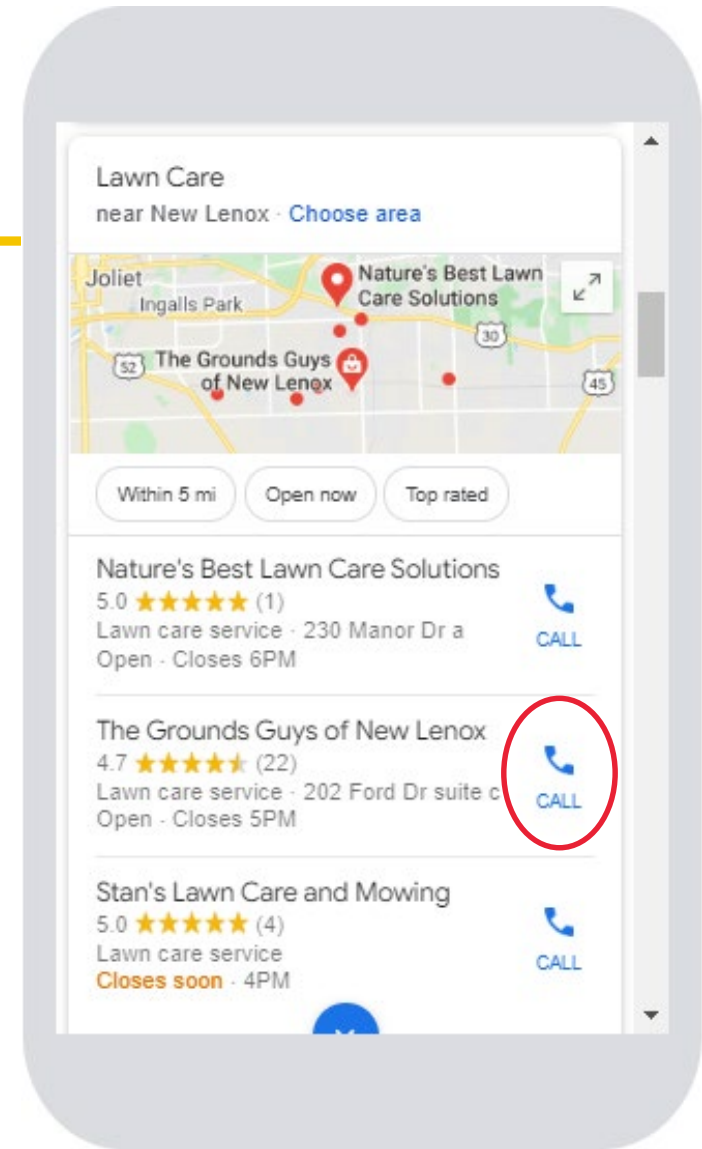
NOTE: Results reflect US & CAN Apr-June YOY.

We are seeing a transformational shift in The Fredricks' customer journey. They prefer to schedule an estimate conveniently on the Google Search Engine Results Page through Google My Business Click To Calls.

What should owners be doing?

- ✓ Continue local advertising
- ✓ Get Google Reviews
- ✓ [Post](#) on Google Listing
- ✓ For more tips:
 - ✓ [Watch this webinar](#)
 - ✓ [Social Media Best Practices](#)

↑ +18%
Google My
Business
Leads



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2020 Q2 Blog Results

NOTE: Results reflect US & CAN Apr-June YOY.

 **+197%**
Blog Traffic

Q2's Top Blog:
9,651 views

[Click Here for Blog Post](#)



February 04, 2020
By The Grounds Guys



What Should I Put Under My Raised Garden Beds?

Are you trying your hand at [gardening](#) this spring? Perhaps you've heard about the benefits of [raised garden beds](#), which provide an efficient, back-saving way to grow flowers, vegetables, and herbs at home.

If you're planning to use garden beds for the first time this year, you may be wondering if you should line the bottom with anything. Here's a look at what materials you can use as a raised garden bed floor to help your plants thrive.

Why You Should Line the Bottom of Your Garden Beds

It's not mandatory to create a raised garden bed floor, but experienced gardeners recommend it for several reasons:

- Prevent weeds from growing up from the ground below
- Stop burrowing pests like voles, moles, and gophers from entering the raised beds
- Make the bed more durable
- Prevent toxins from leaching into the soil

Blog Strategy to increase traffic, SEO, and engagement

1. Two New Blogs per Month
2. Boost One Blog per Month on Facebook
3. Blog Audits to increase SEO with inline linking



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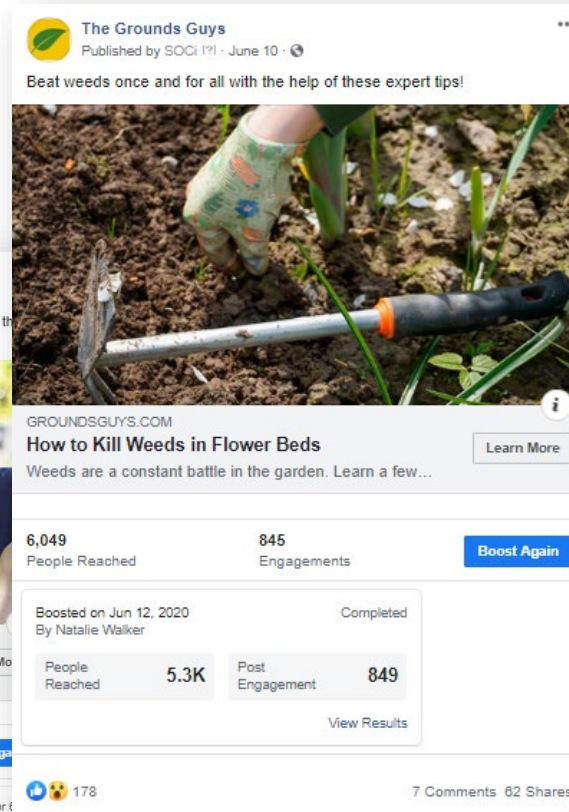
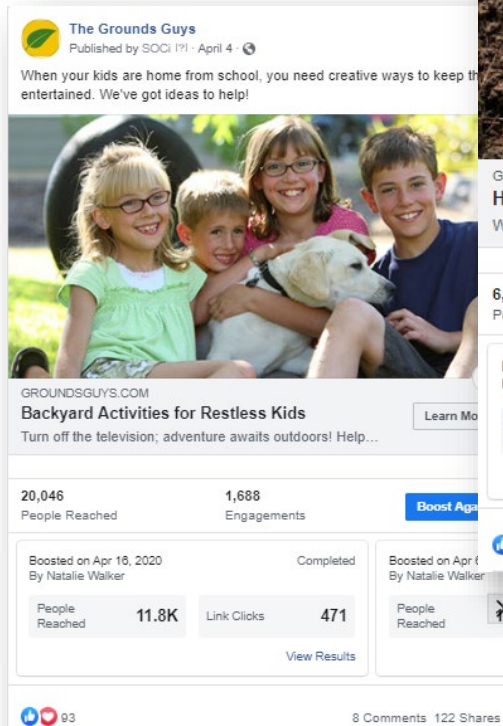
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2020 Q2 Top Facebook Posts

NOTE: Results reflect US & CAN Apr-June YOY.



↑ +83%
Social Traffic



Facebook Strategy to increase traffic, SEO, and engagement

1. Push out 2-3 Posts per Week on national brand and local pages
2. Create and Promote 6 videos per year
3. Keep SOCi libraries updated with content



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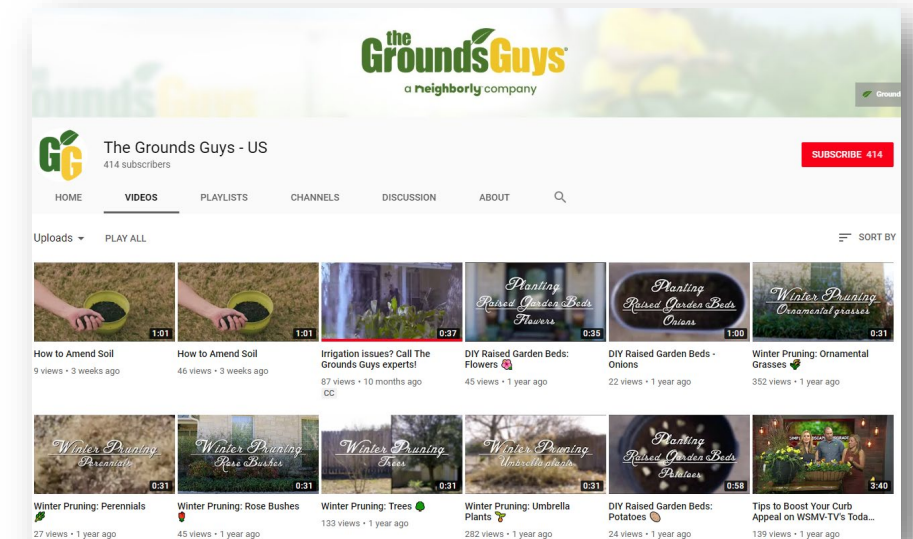
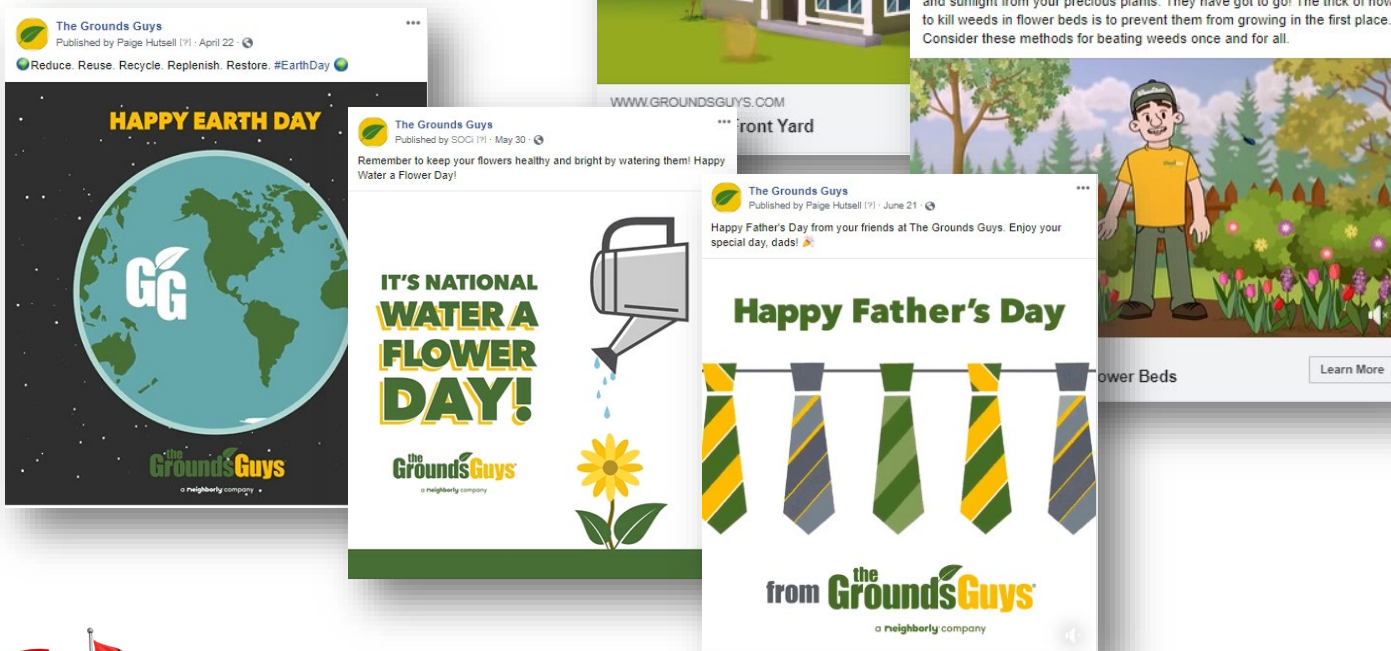
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2020 Q2 Videos & GIFs

NOTE: Results reflect US & CAN Apr-June YOY.

 **+83%**
Social Traffic



All videos are uploaded to The Grounds Guys' YouTube Channel. Here is the link to view and share on your local social media pages.

[Click Here For YouTube Channel](#)



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The Grounds Guys Social Media Posting Schedule

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Facebook (National and Local Pages)		Nuggets /Blogs	<i>Reserved for franchisee posting</i>	New blog	Repurpose IG photos (when applicable)	NBLY Blog	PR opps (when applicable)
Instagram (National Only)					Photo/Video		
LinkedIn (National Only)		Nuggets /Blogs		New blog			
YouTube (National Only)	6 videos/year						
Pinterest (National Only)				New blog			
Twitter (National Only)				New blog			

*Content on Holidays for FB & Instagram. All content available to owners in SOCi.

Local Marketing News

Local Marketing and Tracking Return

- Our goal is to reach 90 franchise owners and develop a strategic local marketing plan.
- We have created 70 plans in YTD.
- Need help tracking your efforts? Our team is here to help! Reach out to Keith.Sims@nbly.com. We can help develop, analyze, and provide guidance in optimizing your presence in your market.

What is ?

Social Media Platform that aids franchise locations with their social media presence. From content creation to responding and interacting with your customers via engagements and reviews.

Watch the SOCi Webinar for an intro: [SOCi Webinar](#)

Reach out to Keith Sims for assistance: Keith.Sims@NBLY.com

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Seasonal Package Kits

- Stay top-of-mind and build route density with a turnkey package kits available on XpressDocs.
- These include print and social media assets. You can find all of the Implementation Guides on FranConnect...

Click on the images for the guide links:



Core Services Kit
Core Services Kit



Spring Cleanup Kit
Spring Cleanup Kit



Mulch Kit
Mulch Kit



Fall Services Kit
Fall Services Kit



Holiday Lighting Kit
Holiday Lighting Kit



1,000 Door Hangers



Postcards (quantities vary)



250 Flyers

25 Yard Signs



How To Market Holiday Lighting

This [Holiday Lighting Checklist](#) outlines how to implement proven marketing strategies to increase your Holiday Lighting leads and targeted neighborhood awareness.

[Watch this 6-minute video](#) for a quick illustration of the easy steps for you to take in order to win over customers in those desired neighborhoods and deepen current customer services.

Holiday Lighting Checklist

- ☐ **Follow [these three steps](#) to purchasing and executing the Holiday Lighting Full Package Kit.**
 - Target your current customer base with the "Upload A List" Mailer on Xpressdocs. Send these postcards at least twice per each month throughout the fall months (September - November).
 - Target new customers in your targeted neighborhoods by purchasing the "EDDM Elite" Mailer on XpressDocs. Send these postcards twice per month to the same mailing routes throughout the fall months (September - November).
 - Follow up all mailers with door hangers to the same addresses and placing yard signs in the neighborhoods of focus.
 - Use the BOX 9 system with your door hangers, every week. [Read the guide](#) for more instruction.
 - Strategically place your yard signs at customers' homes and corners of targeted neighborhoods.
 - Use your flyers at local community events centered around the targeted areas. Continue attending networking groups regularly.
- ☐ **Run Pay-Per-Click Advertising and Local Service Advertising (if applicable to your market) with Scorpion at least 3 months prior and through the season.**
 - We recommend that you run paid search campaigns all year. When you start and stop PPC or LSA campaigns, it takes months to gain back momentum with Google and could be detrimental to your lead generation.
 - Ensure your campaign is specifically focused on acquiring Holiday/Christmas Lighting leads in the same targeted areas. Reach out to Scorpion to change keyword focus of campaigns.
 - Meet with Scorpion and your local marketing specialist monthly to review the performance of your campaign. Cross-reference your paid leads in the Scorpion Dashboard weekly with your GGPro leads.
- ☐ **Customize your local website to build better visibility of your local SEO for Holiday Lighting. Contact your Scorpion Rep, [Sam Greer](#) to implement the following:**
 - Include a Special Offer that matches what you used in the Holiday Lighting Full Package Kit materials.
 - Photo Gallery: Connect your Instagram Business Page to the website. Reach out to your local marketing specialist, [Keith Sims](#), to get this linked.
 - Adjust your Home Page Banner Image to reflect a Holiday Lighting theme.
 - Adjust any Home Page Content to callout Holiday Lighting services.
- ☐ **Stay relevant on Social Media and post consistently using SOCI.**
 - Update your Facebook cover photo to reflect Holiday Lighting. You can find these images in the Holiday Lighting Full Package Kit on XpressDocs.
 - Post three times per week using SOCI. There are a few images in the Lighting SOCI library you can create posts from, however we recommend using your actual before/after photos of holiday lighting work for the best response.
 - Boost your local posts on Facebook that are Holiday Lighting relevant for \$20-50 per post. We recommend boosting consistently to gain the impression share needed to create a demand for your service.
 - Post to Instagram using SOCI at least once a week. Remember to use the [right hashtag](#) to be captured on your local website photo gallery page.
 - Expand your Facebook audience by asking friends to like your Facebook page.
 - Setup a Facebook Holiday Lighting Advertising Campaign. Monitor your leads in the Scorpion Dashboard. Note: You will receive email notifications for these leads - they do not currently flow into GGPro automatically at this time.
- ☐ **Continue building your online visibility with Google My Business (GMB).**
 - Capture reviews: Consider Broadly and leave-behinds to ask cheerleading customers to review you online. Your goal should be to retrieve one new review online per week.
 - Update your GMB photos with new Holiday Lighting images. Try to update with a new image at least once a month.
 - Post to GMB once a week. [Here's a how-to.](#)
- ☐ **Run a digital display Holiday Lighting campaign to drive traffic to your website and increase brand awareness in your targeted areas for Holiday Lighting.**
- ☐ **Integrate using 'thank you' cards into your operation.**
 - Use these to upsell Holiday Lighting to your current customer base in those target neighborhoods.
 - These should be handwritten, every project customer, every time and every maintenance recurring customer, every quarter.
- ☐ **Track all your monetary investments. Learn more about how to track your campaigns [with this guide](#). We can help further with this process, so please reach out to your local marketing specialist, [Keith Sims](#).**

Ongoing Triggered Email Campaigns

Q2 Results

Country	Campaign	Audience	Purpose	Frequency	Total Sends	Open Rate	Clickthrough Rate
US	Customer Journey	The Grounds Guys Customers	Sent to new customers after a completed a job to thank them for their business and educate them on other services offered.	Recurring customers receive this quarterly. There are three touchpoints: 3 days, 10 days, and 17 days after completed job.	4,879	60%	3%
US	SureStart	Neighborly Customers	Sent to existing Neighborly customers in Grounds Guys owned zipcodes, introducing the recently opened location and drive new business.	Sent 30 days after first royalty report. There are three touchpoints: Initial email, Resent to non-openers 1 week later, and a 6-month reminder.	57,448	18%	.5%
US	Website Visit Remarketing	The Grounds Guys Customers & Leads	Sent to customers/leads who visit our websites in a helpful manner to prompt them to visit again and request service. It keeps our brand top-of-mind as they are shopping or thinking about reaching out.	There are two touch points: one day and again 11 days after website visit.	723	82%	43%

April Email Campaigns



Neighborly Lead Campaign (US)

- Sent 4/17
- Sends 60k to Neighborly customers in owned Grounds Guys zip codes
- Purpose: To drive new Grounds Guys business
- 15k Opens = 25% Open Rate
- 389 Clicks to Website

Outdoor Services Campaign (US)

- Sent 4/8
- Sends 5.6k active The Grounds Guys customers & 144k active Neighborly customers
- Purpose: To drive new Grounds Guys business and cross-promote other Neighborly brands
- 63k opens = 44% Open Rate
- 2,600 Clicks to Website

We're Here For You During COVID-19
[View in Browser](#)



We can turn your outdoor space into a private sanctuary.
Having to stay at home means there's more time to spend outside with your family.

Our **Neighborly**® brands are here to make your outdoor areas more enjoyable. **The Grounds Guys**® and **Mosquito Joe**® have your yard handled with expert lawn care and mosquito and tick control. The professionals at **Five Star Painting**®, **Mr. Handyman**®, **Window Genie**®, and **Glass Doctor**® are ready to provide you exterior painting, fence repair, window washing and repair. Neighborly also provides pressure washing and gutter cleaning!

Ask us about virtual estimates and billing.

SCHEDULE SERVICE NOW

Here are some tips to help maintain the outside of your home:

- [The Grounds Guys - Landscaping Mistakes and How to Avoid Them](#)
- [Five Star Painting - How Long Does Exterior Paint Last](#)
- [Glass Doctor - How to Replace a Window Screen](#)
- [Mosquito Joe - Where Do Mosquitoes Live?](#)
- [Mr. Handyman - Ideas for the Front of Your House](#)
- [Window Genie - 3 Reasons to Clean & Secure Your Gutters](#)

At Neighborly, the health and safety of you and your loved ones are our highest priority during this time. Precautionary measures in response to COVID-19 can be found here <https://www.getneighborly.com/about-us/#>

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Your One Stop for Home Services

From painters to plumbers and everything in between.™
We've got you covered.

Air Conditioner Repair	Home Cleaning	Window & Gutter Cleaning
New Living Room Paint	Mosquito Barrier Spray	Appliance Repair
Lawn Maintenance	Electrical Safety Check	Carpet & Upholstery Cleaning
Foggy Window Replacement	Leaky Faucet Repair	ALL Your Fix-It Repairs

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Does your landscaping need a little love?
Call The Grounds Guys at 833-580-0211

Connect with us:

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We're Here For You During COVID-19
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Greetings Neighbor!

Spring is here, but winter left behind an awful mess. Fortunately, **The Grounds Guys**®, a **Neighborly**® company, offers a variety of spring cleanup and lawn care maintenance services to revitalize and restore your landscape so that you can make the most of the time at home with your family.

You can look forward to warmer temperatures and enjoying your favorite outdoor activities with your family, and let us take care of your lawn and get it ready for the beautiful spring and summer months to come!

Estimates and services can be scheduled over the phone and we'll call or text on the way to your home at the scheduled time. Our team looks forward to helping you enjoy your yard for another season and we're happy to answer any questions that you may have.

\$20 OFF
Any New Service
With Job Value Minimum of \$200

The Grounds Guys
a neighborly company
www.groundsguys.com
833-580-0222

Limit one coupon per customer per visit. Valid for one-time use only. Coupon must be presented at the time of estimate. No cash value. Void if copied or transferred and where prohibited or restricted by law. Not valid with any other offer. Valid only at participating independently owned and operated franchise locations. Limited time offer. Other restrictions may apply. Expires 5-30-2020. ©2020 Dwyer Franchising LLC For redemption address and terms visit <https://www.getneighborly.com/terms-of-use/>

REQUEST AN ESTIMATE

At Neighborly®, the health and safety of you and your loved ones are our highest priority during this time. [Click here for our precautionary measures.](#)

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Your One Stop for Home Services

From painters to plumbers and everything in between.™
We've got you covered.

Air Conditioner Repair	Home Cleaning	Window & Gutter Cleaning
New Living Room Paint	Mosquito Barrier Spray	Appliance Repair
Lawn Maintenance	Electrical Safety Check	Carpet & Upholstery Cleaning
Foggy Window Replacement	Leaky Faucet Repair	ALL Your Fix-It Repairs

Any services or products are provided by independently owned and operated franchisees and are not provided by, affiliated with or related to Dwyer Franchising LLC d/b/a Neighborly nor any of its affiliated companies. Not all services may be offered in your area. Please visit www.getneighborly.com to search offers in your area.

Need a hand with your to-do list at home?
Call Neighborly at 833-580-0222

Connect with us:

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WHAT'S NEXT?

Upcoming Projects

- Lead Conversion Optimization
- Additional Package Kits on XpressDocs
- Inline Linking Blog Optimization
- Blogs, Social Posts, and videos throughout the year, and two social media local contests
- Local Email Platform – Eloqua Engage
- CRM Email Marketing Campaigns
- Local Marketing System Refinement
- More Training Materials and Learning Webinars

Looking forward to continued success in Q3!



The Grounds Guys Marketing Team

Contact your Brand Manager for more information: Natalie.Walker@nbly.com



Amanda Letbetter
VP of Brand Management



Natalie Walker
Brand Manager



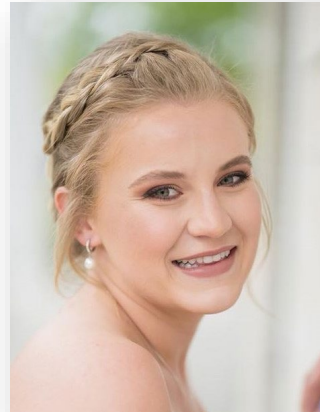
Holly Peterson
*Marketing Manager,
Canada*



Kimberly Denman
*Director, Comms and
Public Relations*



Keith Sims
*Local Marketing
Specialist, US*



Courtney Schriver
*Local Marketing
Specialist, Canada*



Andrea Gaul
*Communications
Manager*